



Tom Barrett
Mayor, City of Milwaukee

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BARRETT CHALLENGES CITY RESIDENTS TO BEAT 2000 CENSUS PARTICIPATION RATE

MILWAUKEE-Mayor Tom Barrett today challenged City residents to beat the 2000 Census mail participation rate. The 2010 Census mail-in campaign is underway and residents still have time to mail back forms and be counted.

As of today, the response rate for Wisconsin stands at 74 percent and Milwaukee is at 59 percent. At this same time in 2000, the response rate for Wisconsin was 75 percent and 68 percent for Milwaukee.

"It is important that every resident be counted in the 2010 Census and every resident counts. The census translates to economic and political empowerment," Mayor Barrett said. "Census data affects how more than \$400 billion in federal funding is distributed to state and local governments each year – funding for education, health care, job training, transportation and many other important services. For every Milwaukee resident that goes uncounted, we lose \$1,200 annually or \$12,000 over a decade."

"The impact of an undercount could also weaken our voice in Madison and Washington. The census determines how state legislative districts are drawn and how many seats Wisconsin will have in the U. S. House of Representatives," Mayor Barrett further stated.

Mayor Barrett noted that the census is confidential, quick and easy. The 2010 form is the shortest in history and takes less than 10 minutes to complete. It asks the person in whose name the housing unit is owned or rented to complete only 10 simple questions – such as the age, date of birth, gender, race and ethnicity of every person living in the household - relatives and non-relatives.

Mayor Barrett applauded residents that have already returned their forms. "For those of you who have completed and returned your census forms, I thank you for fulfilling this important civic duty that comes only once every 10 years," he said. "For those of you who have not, it is important that you fill it out and send it back to the Census Bureau right away."

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If your household has not yet received a 2010 Census form, there are approximately 75 Be Counted Questionnaire Assistance Centers in the Milwaukee area and hundreds more spread across Wisconsin. To obtain a form at the site closest to your home, visit the Census Bureau's website: www.census.gov/2010census or the City's website: www.milwaukee.gov/2010census or call the Census Bureau's Emergency Hotline at 414-203-3860.